

# Executive Director Report

## December 2025

As we close out 2025, our group focus has to be on raising up 850 recurring donors through the Home for the Holidays campaign.

- The Grocery Truck will pilot the third week of December with the Graves Gilbert Clinic in Franklin KY.
- The Laura Goad Turner Foundation: we are waiting on the Foundation's Board decision on grant submissions. Our submission was for \$80,000.
- A truck load of food was donated by the participating schools in Warren Co. and Bowling Green City schools. Other donations have come through Greenwood Ford, Living Hope Baptist Church, Water District, Houchens Food Group, ATT, Tyson, Pinnacle, Rising Sun Farm, ...
- **February 2026 marks 5 YEARS we have been in operation in BG. We will plan multiple celebrations throughout 2026.**
- Barbara Stewart Interiors raised \$300 for House on the Hill during a fundraiser on Thursday Nov. 20, 2025.

### Marketing Team:

- Ads are running on WNKY and Seven Mountains Radio North Pole radio this month

### Food Team:

- Will be sorting and inventorying Food Drive food items, preparing for The Grocery next weekend, December Food Boxes and The Grocery Truck pilot in Franklin KY the third week of December.

### HHA Week Team:

- Discussion at December meeting - How did we do?

### Arts Festival/Conquer the Hill 5K Run/Walk:

- The Art Festival, Conquer the Hill Race and Ronnie McDowell Concert will be held on April 18, 2026.
- The Race Committee will meet on November 11 a 3:30pm via Zoom. TriStar Greenview will be our Title Sponsor at \$10,000. Others have committed to sponsor the race, most of which wish to remain anonymous.
- The Fountain Square Art Festival Team met with two new members Kristen Robinette of Back Down South and Susan Hoeckner from Barbar Stewart Interiors who provided great insight into downtown partners, new Team members and sponsorships. The team is working on marketing to push to local art organizations for main stage acts, Artist for the Festival/Schools for the Art Garden and local downtown businesses for participation.

## Governance Report:

- Governance Committee did not meet in November. Will plan to meet in December.
- New Board member Sarah Widener was approved at November 2025 Board meeting.
- Current HOTH Vacant Board seats (6):
  - Governance committee will interview Board candidate Jodie Henon;
  - Joel & Beth will meet with a Board candidate Nihad Verhatovic and Governance Committee will plan to interview after their meeting; Governance Committee will plan to present to the Board in Feb 2026 Board Meeting Jodie & Nihad for Board approval.
- Next Governance Committee meeting will be in December
- Planned agenda: Board Member recruiting of new Board members update.

## Development Report

### Applied:

- Old National Bank \$8,000 for housing
- Truist Foundation \$4,000 Grocery Program (approved not yet received)
- Laura Goad Turner \$80,000 for Grocery Program
- Sundt Foundation \$10,000 general support
- Request Bids:
- PPG Industries - LOI for \$15,000 operating expenses
- Kentucky Colonels - LOI for \$20,000 for second Grocery Truck and outfitting
- Developing Partnership:
- Letter campaign for business outreach done and mailed

### No Development meeting in November

Funds applied for: \$98,000

Waiting on invitation: \$15,000

- [Talking Points sheet](#)
- [Development spreadsheet](#)
- [Newsletter](#)
- [New Sponsorship Sheet](#): Work in progress, please review and make any suggestions for what YOU want to see on this sheet in order to use it.

### Newsletter:

- Up 1% for 49% open rate
- Down 80% for 1.5% click rate (less links leading to specific information)
- 1.1% unsub rate and 6.3% new subscribers for net gain of 5.2%
- Bounce rate still high at 7.3% will work on that before the next email goes out.